

# DENIM DAYS

UNITE TO FIGHT  
BREAST CANCER



Buckle



## TIPS TO HELP YOU – as we unite to fight breast cancer

**Coordinating a team for Denim Days Sponsored by Buckle makes a world of difference.**

**WE NEED YOUR HELP** to make the month-long October event as successful as possible to support those facing breast cancer. Here are simple tips to boost your fundraising and ensure success during the month of October.

### **SPREAD THE WORD.**

- Email your friends, family, and coworkers, and ask them to join your team. Remember to send your personalized team page URL in your message.
- Use your social media pages as a megaphone for Denim Days. Start a conversation about why you're involved, and how others can take action and make a difference. Post photos of your Denim Days, and use #ACSDenimDays to help your posts gain an even wider audience.
- You can customize Denim Days Social Media Messages included in the digital toolkit, or create your own to share on Facebook and Twitter. Just copy and paste, customize as appropriate, and send. Ask your friends to "like" and share your posts, and keep the conversation going by thanking those who do.

### **COLLECT DONATIONS, AND THANK SUPPORTERS.**

- Send an email with a link to your team page to friends, family, and coworkers, asking them to go online and make a donation directly to your team in support of the cause. They will get their receipt immediately.
- Or, collect cash and checks (made payable to Denim Days Sponsored by Buckle) from your team members, and submit them using the Offline Donation Form included in the digital team coordinator kit.

### **PUT ON YOUR FAVORITE PAIR OF JEANS, AND CELEBRATE!**

- Denim Days Sponsored by Buckle is being celebrated throughout the month of October, with a national day of celebration on October 4. On whatever day your team chooses, everyone wears their favorite jeans – and maybe even lots of pink – to show how they are helping the American Cancer Society save lives from breast cancer. Consider hosting a contest to see who can wear the most denim, or have the most creative outfit that includes jeans and the color pink.

**Thank you for helping us save and improve lives –  
through Denim Days Sponsored by Buckle!**

**To take action, visit [ACSDenimDays.org](https://www.ACSDenimDays.org) today.**

**You can reach us at 1-800-521-5533  
or [denimday@cancer.org](mailto:denimday@cancer.org)**